

Introductions

Chair Merriman welcomed guests and staff.

Approve Agenda

Bruce moved to approve the agenda as written.

Piper seconded.

The motion carried unanimously.

Chair's Report

Merriman reviewed his report included in the packet and on file.

As mentioned in his report, Merriman re-stated information about the Governor's Arts and Heritage Award, which the Commission decided to celebrate every other year. 2005 is the year designated and WSAC will schedule with the Governor's office. Merriman stated that he would later discuss the Strategic Plan Committees agenda.

Director's Report

Tucker reviewed her report included in the packet and on file. She invited commissioners to ask questions and comment.

Tucker said two new staff changes were announced this week. Christel Ratliff has been promoted to Arts Program Manager 1, following Barbara Jacobson's retirement December 1. Deane Shellman has been promoted to Arts Program Assistant; both are starting in those roles today. Tucker is also proceeding with the hiring of Collections Manager, which is a full time position at least through this fiscal year. As the commission knows, WSAC has submitted a request to the legislature for additional staffing and budget support to expand this position to full time in fiscal year 06. She hopes to make an announcement about the hire in the next week or so.

Governor Gregoire has asked Tucker to manage the design process for the Washington State quarter. Each state has a commemorative quarter. Washington State's quarter is due out in 2007. Hundreds of early submissions are now held at the Office of the State Treasurer, although the design process has not yet been established. Tucker will be in consultation with the Governor's office and the U.S. Mint. Tucker expects the Governor will appoint a committee that will include a broad representation of people, including school children.

Tucker reported that she has been named to two groups that have some responsibility for tourism. One is a tourism coalition, established by the state Department of Community, Trade and Economic Development, to look at how to establish appropriate governance infrastructure for tourism, such as a commission or advisory group. The coalition includes representatives of the wine industry, the hospitality industry, restaurants, hotels, ports, etc. She has also been asked to sit on the Advisory Committee for the 2005 White House Summit on Cultural and Heritage Tourism. The summit is scheduled for October 6-8, 2005, in Washington, DC, in partnership with the U.S. Department of Commerce and the President's Committee on Arts and Heritage. That conference will have a limited registration of 350 participants, and will review a 1995 white paper on culture and tourism. Washington State has a lot to benefit from this in affecting, contributing and receiving benefits from the arts.

2005 Legislative Session

Tucker thanked all who participated in ArtsDay that Gretchen Johnston and her staff from the Washington State Arts Alliance coordinated. The day was very successful.

Tucker stated that there are three or four bills introduced this week, related to WSAC's Public Art commitment. Senate Bill 5940 allows WSAC to use some of the ½ of 1% funds for the arts for maintenance and conservation of the state art collection. It is specifically titled "Conservation of the State Art Collection," which was introduced by Senator Pat Thibaudeau and Senator Karen Fraser; they are currently looking for additional sponsors. Representative Lynn Kessler is now drafting a companion bill in the House. WSAC will be monitoring them closely. If this bill passes WSAC will have to establish policies for deciding how much, when and how those are to be spent. The Public Art Committee and staff will be looking more specifically at that bill this morning.

Tucker reviewed a bill related to concerns about the state art collection in DSHS facilities for sex offenders, and another for Department of Corrections facilities. The bills have been referred to committees. WSAC will be monitoring those closely as well. Tucker is hoping that it does not move forward. There will be further discussion in the Public Art Committee.

Tucker said that a presentation on Building for the Arts will take place later this morning. Building for the Arts was established more than a decade ago and has been replicated for similar projects with social service and heritage investments of the state. This is a capital budget investment and the two bills (one in the House and one in the Senate) expand the limits of those. Right now, Building for the Arts is limited to \$4 million in projects. There is interest in expanding that to up to \$8 million in projects for a biennium. Also, the legislation currently sunsets in 2008 so there is interest in either removing that or lengthening the time period to 2113. WSAC is monitoring those bills. Building for the Arts has been a very important program, which allows small state investment in capital projects to have a vetting process to actually be reviewed by a committee. Tucker serves on that committee: similar to a grant panel, they review the applications for state funding and then submit one list to the legislature.

WSAC requested new funding in the submission to the Office of Financial Management, last fall 2004. WSAC was cut 20% two years ago and is requesting restoration of those funds. The legislature is facing a very difficult budget development process right now but Tucker is hopeful, and sees that WSAC's budget messages are still important. WSAC also has a request for continued conservation for the state art collection and a request to move forward with an international exchange program.

Tucker reviewed issues related to the hotel/motel tax, specifically in King County, where hotel/motel tax is a very important funding stream for arts and culture. This was established several years ago. The distribution formulas for that segment of hotel/motel tax money are in place through 2020, but are open after that time. There is now discussion about what to do after 2020. The arts are very important to the tourism industry in the metropolitan area. WSAC wants to make sure that those funds are secure in the future. There is a new coalition building in King County to follow this. They are being very strategic about their legislative strategy and Tucker is monitoring carefully. She will keep commissioners informed.

Gerth distributed update advocacy pages of the Commissioner Toolkit.

Merriman introduced and welcomed Kurt Fritts, Director of External Affairs with the Governor's office; and Gayatri Eassey, Director for Boards and Commissions, also with the Governor's office.

Fritts thanked the Commission for including the Governor's office in today's meeting. Fritts stated that he has been with the state Senate for the past 8 years and was offered the job as Director of External Affairs on January 11, 2005. In his role with the state Senate, he was a policy staffer in the Democratic Caucus and ran the campaign committee. Fritts explained the two parts of the External Affairs Division. Boards and Commissions is headed by Gayatri Eassey. Fritts asked Eassey to describe the process of Commission re-appointments.

Eassey said she works with 235 boards and commissions in Washington State, which includes approximately 1700 people. Her department oversees the appointment of all of those members. Eassey said that she is here to let the Commission know who she is and that her office is looking forward to working with WSAC. Eassey stated that her office needed WSAC's help in the appointment process.

Fritts stated that the second part of External Affairs is the Community Outreach Office. Community Outreach is charged with getting the governor around the state to connect with different constituencies. WSAC is very tuned in to the arts facilities and a lot of great locations and a lot of hubs in community development. As Fritts puts the governor's schedule together, he looks to hear from WSAC to have opportunities to get the governor to locations. Governor Gregoire was in Spokane last Thursday, touring the Fox Theater. Fritts would also like to have the opportunity to visit different arts sites around the state. In conclusion, Fritts stated that WSAC has a lot on their plates in terms of the legislative agenda. He would like to acknowledge that his door is open; he is a voice with the Governor's office and can perhaps facilitate whenever possible.

Gretchen Johnston, Executive Director of the Washington State Arts Alliance, defined her organization as the arts advocacy organization in Washington State, a membership organization with members including artists, arts organizations and individuals. WSAA organized ArtsDay yesterday in support of arts issues. WSAA can rally the grassroots lobbying and WSAC staff cannot. Commissioners are welcome to be a part of the grassroots rallying and advocate as individuals. Early feedback forms about Arts Day 2005 indicate there was a great response. After doing Arts Day for several years, there is not nearly as much explaining that has to be done as far as what WSAC does and why the arts are important. Unfortunately, this is a very difficult budget year, which has been said for several years. However, it is not a hopeless cause. If a budget increase doesn't happen this biennium, it may happen the next biennium and that is what WSAA is working for. One thing that can be done is help the community understand how some voter initiatives have made it very difficult for state government to function. The state cannot continue to cut revenue and increase expenses. Johnston encouraged commissioners to visit the new capitol building and to thank officials for having a public room for organizations and events such as Arts Day. She also thanked everyone for participating.

Merriman invited commissioners to comment on their Arts Day experiences.

Moore stated that he has participated in Arts Day events for 19 years. His recollection was that it was formerly very unsatisfying unlike the systematic approach that is in place today. He said that the event has turned a corner and matured and the

legislature has grown up with us. The arts community has earned a position at the table after all the hard work and commitment. Moore thanked Johnston and her staff for figuring out the best way in which to advance the process of organizing team meetings and leaders. He said that because of these efforts, the arts are more recognized as being part of a civic discourse, influence and something to offer in a nonpartisan way.

Leo-Gwin said she has been attending Arts Day for several years. She has noticed that the legislature has gone from a passive interest in the arts to being supporters. Leo-Gwin stated that there were talks about international programs. Senator Cheryl Pflug was very interested in what WSAC is doing with this issue. Leo-Gwin was optimistic in spite of the budget problems and that the arts do seem to matter.

Bruce met with three people and asked how WSAC can connect with people at Washington State University beyond the campus limitations. WSU wants to support the university but also look for ways they can connect with the wider population. He suggested somehow leveraging those two things to give them something to hang on to.

Barnett commented that people really turn out to ArtsDay now. She asked her representatives what their experiences have been personally, in the arts. Almost every one had some personal connection.

Stephanie Johnson from the Olympia Arts Commission stated that her representative's responded positively about artwork at Maple Lane.

Tsutakawa said through her work with the other 12 Wallace START state arts programs, she learned that Montana instigated an advocacy survey to legislators about their arts experiences. Several stories were gathered through that survey.

Moore stated that he had been hearing more and more about the Department of Community, Trade and Economic Development from the Governor, talking about "different architecture" as she talked about how CTED had become such a sprawling, huge bureaucracy.

Tucker responded that CTED is an important partner for WSAC and it is a conglomerate. There have been several efforts in the last 6 years to divide CTED and has yet to be successful. She also stated that WSAC works closely with the Office of Tourism. Past Director of Tourism, Robin Pollard, spoke to the Commission several years ago. WSAC has talked with the Office of International Trade, looking at options as an agency. Building for the Arts is also another CTED program and WSAC is working with Dan Aarthun in that department. She mentioned that former WSAC staff member, Michelle Zahrly is currently the Communications Director at CTED.

Merriman asked legislators what they liked about the arts. He said that our lobbying efforts have become more sophisticated go beyond personal experience. He thanked Johnston for her involvement in bringing the arts forward in this area. Legislators want to know what the dollar return is and how the value of the arts is measured.

Creative Vitality Index - Anthony Radich, WESTAF

Anthony Radich, Executive Director of WESTAF, said that the Creative Vitality Index research has been completed for this year. WESTAF is now going to the second phase, which includes briefing people somewhat quietly about this project and what it means, building a core of support. Then, in about a year there will be a big, public promotion of the vitality index. Radich introduced Paul Irby from Hebert Research in Bellevue to tell the Commission about some of the findings. He also introduced Denise Montgomery from the

Office of Cultural Affairs in Denver; Montgomery led an exemplary effort to promote programs such as the Economic Impact Index when she was with Colorado Business Committee for the Arts.

Radich said WESTAF had a meeting in September 2003 where a number of research firms were invited to come and have an informal conversation about this project. WESTAF then contracted with Hebert Research to conduct the research. Hebert has done index-type projects in the past as well as index projects in Washington State. The first draft of the CVI was distributed to a small number of research professionals and adjustments made based on their comments.

Radich said that the project redefines the non-profit arts community as a sector of the creative community; focuses on sector dynamics and not dollar impacts alone. It is a much richer resource and provides a new resource for advocacy.

Irby said that this process took several months of discussion and preliminary research to identify different streams of data for the index. The first stream included employment in for-profit creative industries, going beyond the traditional non-profit arts focus. Hebert used Workforce Development areas where the Employment Security Department breaks Washington State into 12 areas. A major part of the index relates to jobs in the creative sector, from a wide variety of jobs; grouped as primary and secondary occupations. Community participation in the arts is tracked through a data stream that includes a variety of individual indicators, including photography and music store sales, museum and art gallery sales and motion picture sales. The non-profit arts sector includes the level of revenue to local non-profit arts groups, arts organizations and arts active organizations. The idea of the index is that it will be repeated every year. Changes will be shown in the over-all level of creative vitality by these 12 areas of the state. Also, within that will be individual and sub-indexes that can over time show trends that can be used as tools for strategic planning and advocacy as well as educating stakeholders.

The index also includes a qualitative research component, which included interviews of influential leaders in these 12 areas of the state: 8 were from King County and at least 2 in all the other 11 areas. Qualitative research can provide a background to challenges in a creative economy. A variety of questions were asked related to strengths and weaknesses, unmet needs in each area, and generally, discussions about what they think are the indicators of a creative vitality. Their comments included the need for more funding for the arts, a need for more and better space in facility and venues, transportation to venues (in rural areas), political support, K-12 education, not letting the arts fall through the cracks and sustaining the artist in making a living. Radich requested help from Commissioners on the rollout.

Montgomery commented about the robust information from Hebert Research and said WSAC should consider a press conference that involves some of the partners and partnerships that were forged through this project; heads of economic development and chambers of commerce might be at the press conference and would lend credibility to the findings and rollout. Industry leaders might also carry the message forward. There is a lot of opportunity and options regarding collateral and communications vehicles to consider. Montgomery distributed an executive summary and other materials developed, by the Denver Office of Cultural Affairs, based on the book, *The Visual Display of Quantitative Information*. Montgomery's office received corporate underwriting for a video, which proved to be very popular because it brought information to light and is a very easy-to-use

tool that organizations can play at their board meetings. A CD Rom has an interactive presentation on grant applications. Montgomery's office had meetings with editorial boards and did some op-ed pieces.

Montgomery stated that there is definitely power in partnerships and there is opportunity to solidify relationships with the Chamber of Commerce, Convention and Visitor's Bureau and Downtown Denver Business Marketing Association.

Montgomery suggested WSAC consider engaging the services of a public relations firm to take on this project on a pro-bono basis.

She stated that the project had advanced partnerships in a comprehensive way and they have been paying off.

This is an opportunity for providing good, solid information to elected officials and leaders an opportunity to be a source of information and come to WSAC when they are looking for this knowledge and information.

Radich said he and Irby are available to advise and lead early presentations and briefings.

It is important to be able to compare things but not to get carried away with expectations. The annual cost will be less because along with WESTAF, Hebert Research identified the existing data stream. The annual update needs to be really creative. The over-all message needs to be one of working with organizations to make it work for them. Radich expected this concept to be broadly adopted because it's a much richer way of talking about this other than tools we currently have.

Tucker thanked WESTAF, Hebert and the Mayor's Office of Cultural Affairs as partners with WSAC. This is a multi-year commitment for WSAC and she is very excited about the data that has been collected as well as the partnership that is being established.

Michael Killoren from the Mayor's Office of Cultural Affairs reiterated Tucker's statement, adding that this is an opportunity to reach a much broader constituency. In year three and four, tracking over time will be very telling.

Radich suggested a messaging meeting outside of the Seattle area for smaller communities.

Tucker said that this first year is a softer rollout than the second year. She expected the op-ed pieces and press conferences were in the future, and asked Commissioners to think about who, in their community might be at the podium next year and how they can be prepared.

Stephanie Johnson, Director of the Olympia Arts Commission, requested a copy of the rollout materials when available.

Briefing: Capital Budget/Community Projects

Dan Aarthun, Capital Projects Manager for Department of Community, Trade and Economic Development (CTED), explained that Building for the Arts started in 1991, the idea of Peter Donnelly and Joe Toller. In the first year, the legislature appropriated nearly \$12 million for arts related projects around the state, most in downtown Seattle. Building for the Arts was established to provide a systematic framework to help legislators make decisions about which projects to fund. Three other programs were modeled after this. In 1999 a bill put these into law. The law is due to expire in 2007 and Representative Pat Lantz and members of the Capital Budget Committee are sponsoring House Bill 1577, which

terminates the sunset clause and authorizes double the amount of funding for the Building for the Arts Program from \$4 million to \$8 million per biennium.

Aarthun explained that arts-related projects are defined as performing arts, art museums and cultural facilities; eligible projects must involve the construction, renovation or acquisition of facilities that focus on the active interpretation, performance or exhibition of practices or works of art.

Aarthun further discussed eligibility criteria. Significant public access (not ADA issues) has to be demonstrated.

The law enabling the legislation stipulates that Building for the Arts uses an advisory board including at least one member of the state Arts Commission, which at this time is WSAC Executive Director, Tucker. The number of members on the board is not specified.

The statute specifies that the review take place every two years, in the spring to mid-summer in even numbered years in the to-year budget cycle. It has to be finished and submitted to the Office of Financial Management (OFM) by the first of September. A series of workshops are conducted around the state and the applications are out for a period of six weeks. All applications can be viewed on the website and can be downloaded. Staff reviews applications to make sure all the eligibility criteria are met. They are then forwarded to the advisory board members and they have a month to assign a preliminary score. The board meets later in the summer. All applicants are invited to testify via a project presentation and answer questions for the board members; there is an open public meeting to review the scores and discuss each project. The director of CTED approves them and they are forwarded to OFM and hopefully included in the governor's capitol budget. The program is funded for \$4 million. Governor Gregoire will not be releasing her budget until the middle of next month. Aarthun expects Building for the Arts to be funded.

Aarthun encouraged commissioners and staff to refer organizations to this program and remind them that the application process is very simple.

Commissioners thanked him for speaking and offered positive examples of how Building for the Arts and Aarthun's leadership has benefited their communities.

Vancouver Historical Reserve West Barracks

Commissioner Leann Johnson stated that the West Barracks is a project that has been in the making for years. The city of Vancouver has acquired the West Barracks, which includes a variety of beautiful historical buildings from the 1800's. She stated that the city is attempting to renovate the Headquarters Building known unofficially as the Art-Tillery Building. The city is in negotiations with the Friends of the Arts to create an arts establishment there.

Strategic Plan Committees

Merriman explained the committee work sheet regarding objectives, strategies and anticipated actions, which were distributed before the meeting. He welcomed staff to participate in the committee work and encouraged commissioners to become familiar with and learn what the staff is doing and what they have done in the past. The intention is to identify what the strengths have been. Tucker said that she and Merriman had talked with each committee member to prepare them for committee meetings today.

The Commission adjourned into Committees for a 90-minute work session.

Budget Reports

Tucker referred to the budget reports, which are included in the packet and on file. Tucker stated that WSAC is on track with projections.

Tucker asked commissioners to note the grant appeals line, which is the last line in the budget. Commission policy is that, these funds are not needed for grant appeals they are moved to the Professional Development Assistance Program (PDA-CD Travel Assistance). The funds have been moved and spent in PDA-CD Travel Assistance.

Barnett asked what special projects funds were used for.

Tucker explained that special projects funds are at her discretion for community-based projects of WSAC's initiative. These funds have been used this year for to support Artist Trust project on healthcare insurance, as well as Folk Arts and Community Arts Development for small community-based projects.

Tucker noted a new line, which is the Governor's Emergency Fund Request. WSAC requested \$9,000 to offset costs for the move; these funds show as revenue.

Moore moved to accept the budget reports as written.

Barnett seconded.

The motion carried unanimously.

Program News

Arts Participation Initiative

Tsutakawa reported that the Participation Committee reviewed the concepts of participation and discussed how agency programs work with and define underserved communities. In the Wallace Participation Program, it's the last year of the funding, and the contracts for the first 15 projects are being finished up; for a limited number of grants may be offered next year. The evaluator/documentarian is working on interviewing and gathering information from all the 15 projects. The final report is not due until next fall after the funding period is over. The next Wallace training gathering will be April 7 and 8 in Seattle at the Langston Hughes Performing Arts Center. Tsutakawa Commissioners to attend.

Action Items

Tucker referred to Challenge America Funding for 2005 as submitted in the packet and on file.

Challenge America is a specific fund within WSAC's National Endowment for the Arts support. Every state arts agency gets an equal amount each year; this year funding is \$121,000, slightly less than last year. The Commission will approve the distribution of these funds when approving a budget for fiscal year 2006; Tucker asked the Commission to ratify now the staff letter that was submitted at the NEA's request by a very tight deadline. Based on a staff understanding of needs in the agency and the precedent WSAC has established in previous years, the letter that she wrote indicated that the expenditure of those funds will be: \$41,000 for the Project Support Program; \$20,000 for Organizational Support; \$40,000 for Arts Participation Initiative; \$20,000 into Arts in Education. Challenge America money is about outreach and participation into specific communities.

Piper moved to ratify the Challenge America letter.

Moore seconded.

The motion carried unanimously.

Arts and Trails Project

Bidwell stated that the Arts and Trails Project is a collaboration with National Parks Service and the three states of Washington, Idaho and Oregon. There is \$5,000 from National Parks and WSAC allocated \$15,000 of Challenge America money to that project. Initially expended was \$5,000 for Northwest Folklife to identify folk artists and present them along the Lewis and Clark Heritage Trail of the Columbia River. Bidwell said that this project is going well. Initially, other projects were being looked at to fund but that did not occur so there is some money available in that account. Staff recommends expanding the contract with Northwest Folklife for an additional \$6,000 to support 6 additional programs for a total of 12.

Bruce asked why this idea was not brought to the table earlier.

Bidwell responded that she received 3 applications for Arts and Trails and the initial thought was that early indications were that more than one might be worthy of WSAC funding. This did not occur.

Smith moved to approve the expenditure of \$6,000 from the Challenge America for additional events for the Arts and Trails project.

Piper seconded.

The motion carried unanimously.

Arts in Education - First Step Grants

Tucker presented Bellon-Fisher's proposal on page 65.

At the last Commission meeting, commissioners approved the First Step Grants. This is a slight adaptation of the guidelines for those grants. Bellon-Fisher would like Consortia Grant applicants who are not recommended for funding to be allowed time to adapt their Consortia application so that they are eligible for the First Step Grant, which is a small scale Consortia Grant. The hope is that, in future years a timeline can be built in that doesn't require this kind of process.

Moore moved that the Commission approve a policy allowing Arts Education Community Consortia Grant applicants not recommended for funding to have a separate First Step Grant deadline.

Johnson seconded.

The motion carried unanimously.

Cultural Congress Update

Gretchen Johnston, Executive Director of the Washington State Arts Alliance and Director of the Washington State Arts Alliance Foundation, distributed copies of the Cultural Congress brochure and acknowledged WSAC staff and Commissioners Sneed and Barnett, who are working on the Cultural Congress committee.

Merriman thanked Chacon for sending calendars, books and CD's that he offered to commissioners and staff in his absence.

The meeting adjourned at 2:30.

